



Health & Wellbeing Strategy

Obesity priority

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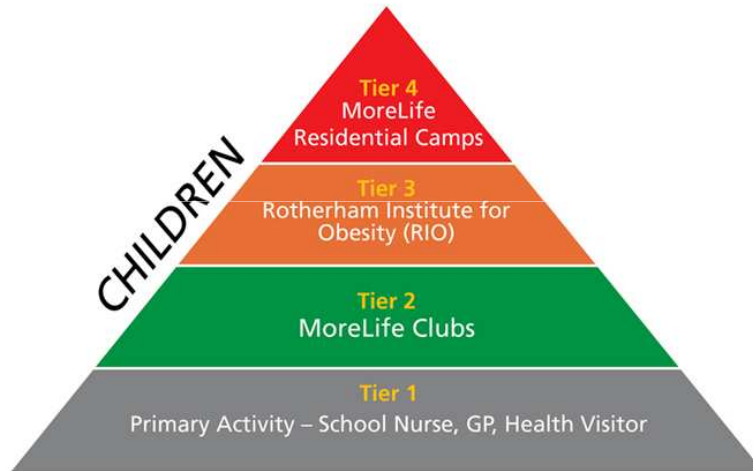
Rotherham Public Health

Health & Wellbeing Board, February 2013

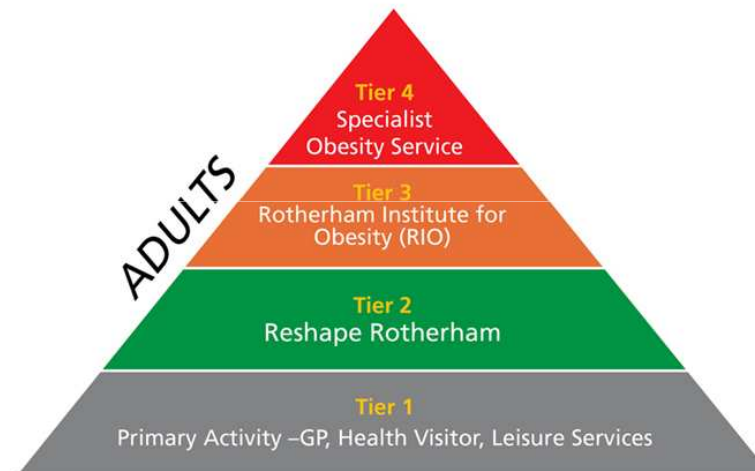
Why is obesity a priority?

- PH priority nationally and locally
- Can have serious health consequences and impacts on health and social care services
- Can be prevented and treated (NICE)
- Impacts on emotional wellbeing
- Impacts on the economy

What does a Healthy Weight Framework look like?



Whole Population Prevention Activity
Maternity, UNICEF Baby Friendly, Early Years, Play Initiative, Healthy Schools, Ministry of Food, Leisure & Green Spaces, Transport and Planning, Workplaces, Built Environment.



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What do we need to do?

- Raise public awareness
- Get more people to engage with services
- Skill people up to live healthier lives
- Make healthy choices the easy choices
- Get everyone to recognise their role and act
- Challenge cultural and “normal for Rotherham” behaviour

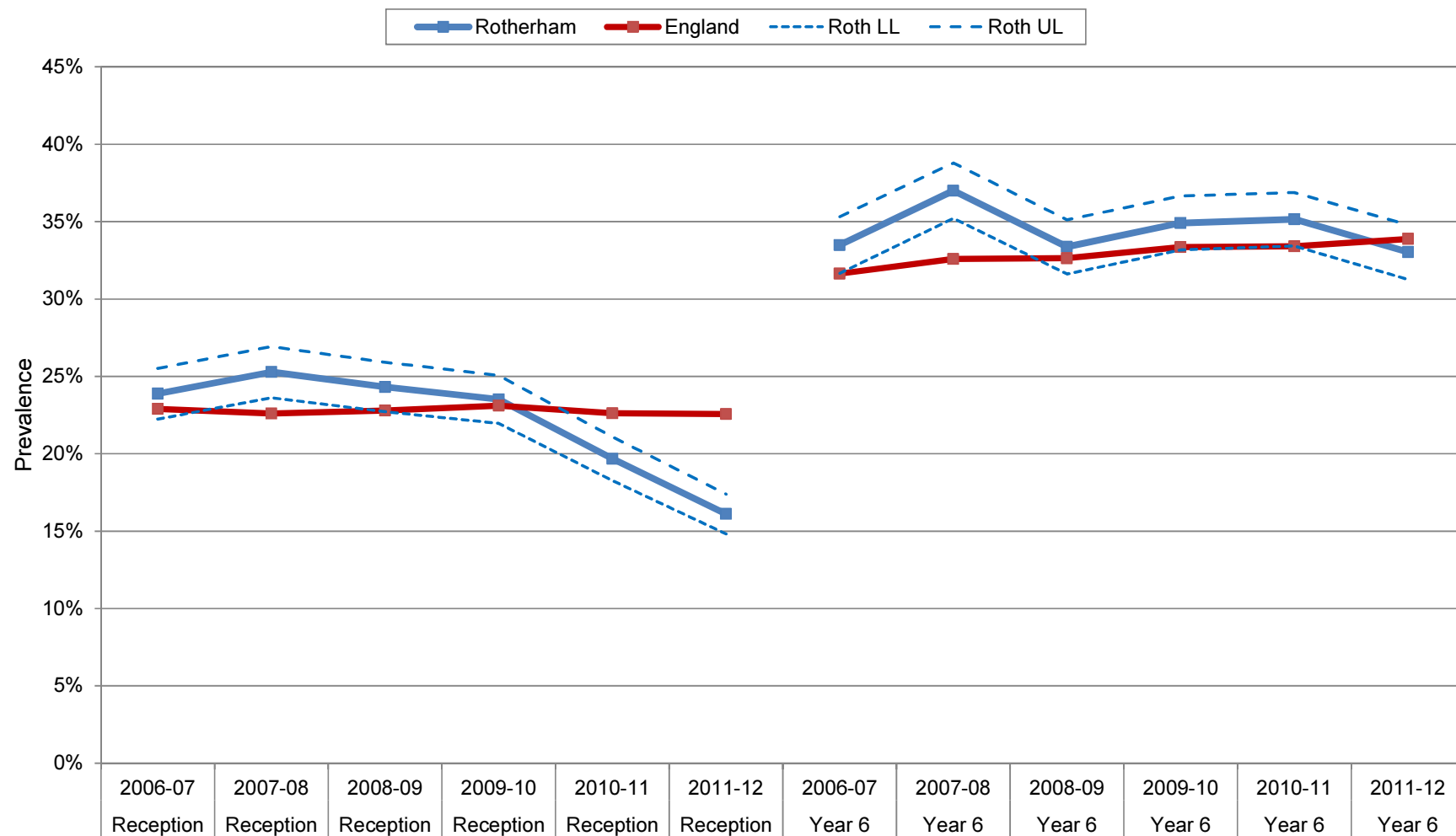
What are the current priorities?

- Raise the profile of whole population prevention activity
- Continue to provide a range of services for people who are already overweight or obese
- Maximise the resources already available – training, signposting and referral
- Agree our position on the impact of planning decisions, transport planning

Challenges

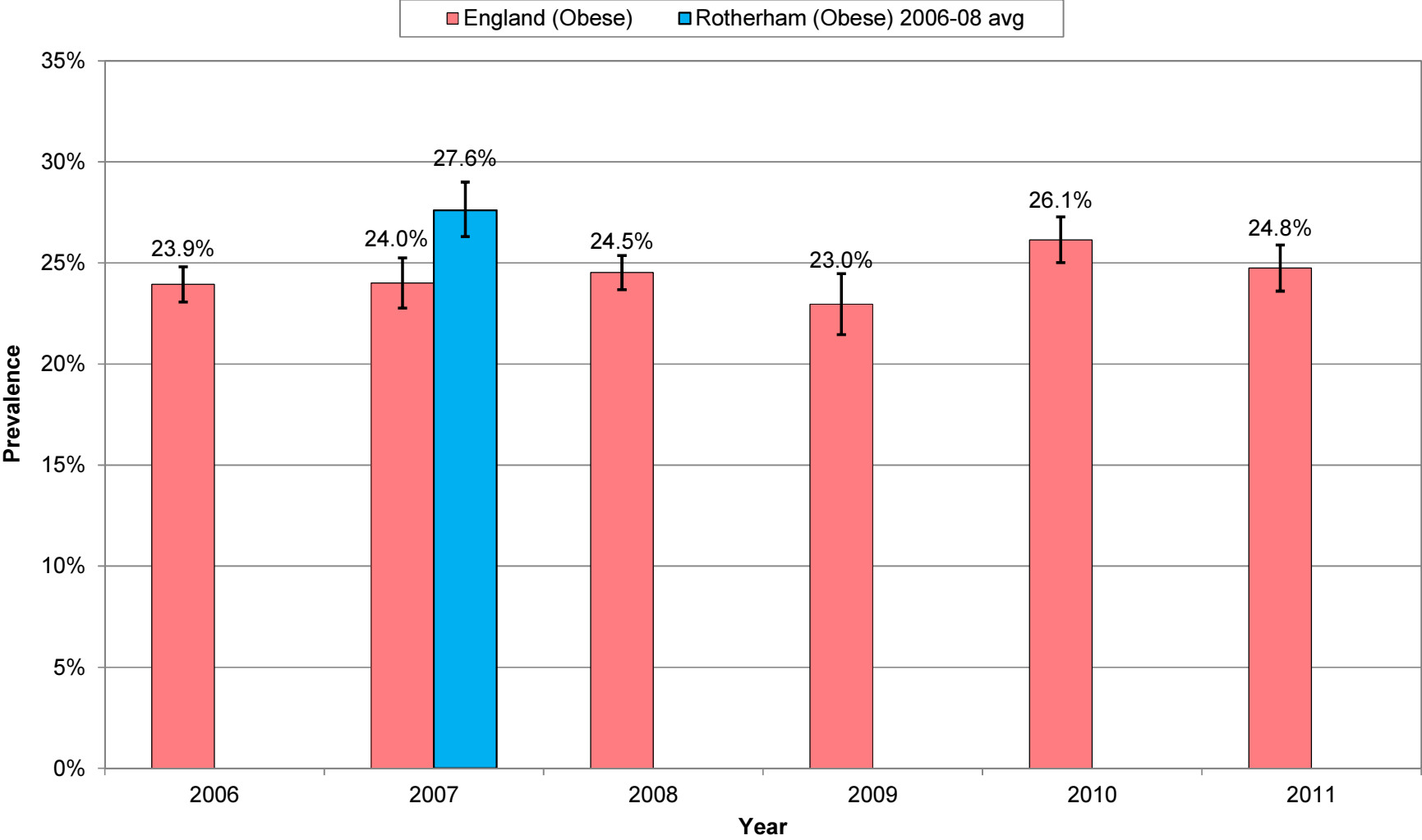
- Preventing and treating childhood overweight and obesity in the primary school aged population
- Whole family engagement
- Changing behaviour amongst those that most need to change
- Evidence of what REALLY works
- Funding to support grassroots initiatives

**Prevalence of Overweight and Obese Children in Reception and Year 6
Rotherham and England 2006-07 to 2011-12 (incl 95% confidence intervals)**



Source: NCMP Dataset
NHS Information Centre.

Prevalence of Obese Adults
Rotherham 2006-08 Average and England 2006 to 2011 (including 95% confidence intervals)



What can the H&WB do?

- Making Every Contact Count! Power of partners
- Recognition of the importance of health as a driver of deprivation
- Political leadership
- Collaborative commissioning

What I want H&WB members to do

- Commit to all staff doing e-learning on MECC and giving feedback on their performance in signposting and referring to services
- Introduce planning and licensing policy to restrict availability of fast food particularly near schools or in deprived communities and promoting use of green space
- A concerted effort to address the issue in the primary school population

Thankyou!

Further details from Joanna Saunders

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